

What is claimed is:

1. A method for transmitting content from a WAP/i-mode-enabled device, the method comprising:
 - receiving a command from a WAP/i-mode-enabled device for transmission of a first URL that is accessed by the device;
 - receiving a destination address for transmission of the first URL;
 - generating a message including an indication of a second URL; and
 - transmitting the message to the destination address.
2. The method of claim 1 wherein the first URL and the second URL are identical.
3. The method of claim 1 wherein the command includes an invoking script call containing the first URL as an argument.
4. The method of claim 1 wherein the indication is a pointer to the second URL, and a file associated with the second URL includes a pointer to the first URL.
5. The method of claim 4 wherein the file associated with the second URL contains advertising.
6. The method of claim 1 wherein the indication is a pointer to the second URL.
7. The method of claim 1 wherein the indication includes the second URL.
8. The method of claim 1 wherein the first URL is currently-accessed by the WAP/i-mode-enabled device.

9. The method of claim 1 wherein the content corresponding to the first URL is cached.
10. The method of claim 9 wherein a file corresponding to the second URL includes the cached content.
11. The method of claim 9 wherein a file corresponding to the second URL includes a modified version of the cached content.
12. The method of claim 11 wherein the modified version of the cached content includes advertising.
13. The method of claim 11 wherein the modified version of the cached content is in a format capable of being rendered on a destination device at the destination address.
14. The method of claim 13 wherein the format for the modified version of the cached content is selected based on the destination device.
15. The method of claim 1 wherein the first URL is a previously-accessed URL and is retrieved from a history stack prior to the receiving of the command.
16. The method of claim 1 wherein the first URL is a previously-accessed URL and is retrieved from a list of bookmarks prior to the receiving of the command.
17. The method of claim 1 wherein the WAP/i-mode-enabled device is a device that is WAP-enabled, but not i-mode-enabled.

18. The method of claim 1 wherein the WAP/i-mode-enabled device is a device that is i-mode-enabled, but not WAP-enabled

19. A method for transmitting content from a WAP/i-mode-enabled device, the method comprising:

receiving a command from a WAP/i-mode-enabled device for transmission of a first URL that is accessed by the device;

receiving a destination address for transmission of the first URL;

generating a message including an indication of a second URL, a file associated with the second URL including a modified version of the content corresponding to the first URL; and

transmitting the message to the destination address.

20. A method for transmitting content from a WAP/i-mode-enabled device, the method comprising:

receiving a first URL from a WAP/i-mode-enabled device in a command including an invoking script call;

receiving a destination address for transmission of the first URL;

generating a message including a pointer to a second URL; and

transmitting the message to the destination address.

21. The method of claim 20 wherein the first URL and the second URL are identical.

22. The method of claim 20 wherein a file associated with the second URL contains a pointer to the first URL.

23. The method of claim 20 wherein a file associated with the second URL contains advertising.

24. The method of claim 20 wherein a file associated with the second URL contains a modified version of the content corresponding to the first URL.

25. The method of claim 24 wherein the modified version of the content is in a format suitable for rendering on a destination device at the destination address.

26. The method of claim 20 wherein the first URL is a previously-accessed URL and is retrieved from a history stack prior to the receiving of the command.

27. The method of claim 20 wherein the first URL is a previously-accessed URL and is retrieved from a list of bookmarks prior to the receiving of the command.

28. The method of claim 20 wherein the WAP/i-mode-enabled device is a device that is WAP-enabled, but not i-mode-enabled.

29. The method of claim 20 wherein the WAP/i-mode-enabled device is a device that is i-mode-enabled, but not WAP-enabled

30. A method for transmitting content from a WAP/i-mode-enabled device, the method comprising:

receiving a command from a WAP/i-mode-enabled device for transmission of content corresponding to a URL;

receiving a destination address for transmission of the content;

generating a message including the content; and

transmitting the message to the destination address, without any required pre-processing of the content of the URL to enable the transmission.

31. The method of claim 30 wherein the content includes advertising inserted by an application server.

32. The method of claim 30 wherein the content is translated into a format different from the format of the content rendered on the WAP/i-mode-enabled device, before inclusion of the content into the message.

33. The method of claim 32 wherein the format into which the content is translated can be properly rendered by a destination device at the destination address.

34. The method of claim 33 wherein the format into which the content is translated is selected based on the destination device at the destination address.

35. The method of claim 34 wherein the format into which the content is translated is selected based on a connection with the destination device at the destination address.

36. The method of claim 30 wherein the URL is a previously-accessed URL and is retrieved from a history stack prior to the receiving of the command.

37. The method of claim 30 wherein the URL is a previously-accessed URL and is retrieved from a list of bookmarks prior to the receiving of the command.

38. The method of claim 30 wherein the WAP/i-mode-enabled device is a device that is WAP-enabled, but not i-mode-enabled.

39. The method of claim 30 wherein the WAP/i-mode-enabled device is a device that is i-mode-enabled, but not WAP-enabled.

40. A computer-readable medium having stored thereon instructions adapted to be executed by a processor, the instructions, which when executed, initiate the transmission of content from a WAP/i-mode-enabled device, the instructions including:

receiving a command from a WAP/i-mode-enabled device that a URL accessed by the device will be transmitted;

receiving a destination address for transmission of the URL;

generating a message including an indication of the URL; and

transmitting the message to the destination address.

41. A computer-readable medium having stored thereon instructions adapted to be executed by a processor, the instructions, which when executed, initiate the transmission of content from a WAP/i-mode-enabled device, the instructions including:

receiving a command from a WAP/i-mode-enabled device for transmission of a first URL that is accessed by the device;

receiving a destination address for transmission of the first URL;

generating a message including an indication of a second URL; and

transmitting the message to the destination address.

42. A computer-readable medium having stored thereon instructions adapted to be executed by a processor, the instructions, which when executed, initiate the transmission of content from a WAP/i-mode-enabled device, the instructions including:

receiving a command from a WAP/i-mode-enabled device for transmission of a URL that is accessed by the device;

receiving a destination address for transmission of the URL;

generating a message including content corresponding to the URL; and
transmitting the message to the destination address, without any required pre-processing
of the content of the URL to enable the transmission.